

Quintet of Forecasters to Present Neppco "Outlook"

Five of industry's more astute crystal-ball-gazers will pool their knowledge here on the first day of November to give colleagues a preview of the "new era in agriculture".

The quintet will serve as panelists in a special outlook session on the final morning of the annual convention and exposition of the Northeastern Poultry Producers Council (NEPPCO), being staged on October 30 through November 1. The world famous Hotel Hershey, Motor Lodge and famed Hersheypark Arena will be the scene of the 42nd anniversary gathering for producers and industry men in the 14-state NEPPCO area.

"While the title assigned these five knowledgeable gentlemen is simply 'Outlook', the result will be some very worthwhile insight into the critical days ahead," according to Henk Wentink, NEPPCO president.

The topic takes dead aim on the theme of the exposition itself, "Tomorrow", in which all educational sessions are geared to the innovations and ideas from which profits can be made by industry men in the days ahead, Wentink noted.

Panelists are Richard E. Scruggs, chief economist for Standard and Poor's Corporation; Lee Campbell, vice president, government relations, Poultry and Egg Institute of America; John H. Frazier, Jr., president of the National Grain and Feed Assn.; Richard C. Larkin, director of economic research for the National Broiler Marketing Association, and John R. Pederson, director of marketing and statistical analysis for the United Egg Producers.

Remainder of the educational sessions during the three-day exposition will cover the "future" as it relates to the most suc-

cessful merchandising ideas available for use, the impact of dried poultry waste, the proposed egg stabilization program and other topics which create a challenge for producers in the months ahead.

The commercial exposition itself moves into expanded quarters in the adjoining Hersheypark Arena to meet the needs of the biggest show in several years, heralded by NEPPCO's return to the central Pennsylvania farm area.

Funfare at the show will be abundant, according to Richard I. Ammon, NEPPCO Executive Director. Among the attractions are the famous Chocolate World tour, the beautiful arboretum, renowned museums and the regal resort complex itself, embracing the beautiful hotel and its gardens and golf courses. Luncheons and evening meals will be supplemented by challenging looks into the future and by "some of the best entertainment we've ever presented", according to Ammon.

Advance registration is more important than ever, Ammon says because of the heavy early demand for rooms in the Hotel Hershey and its sister motor lodge. Room reservations and show reservation must be directed to the NEPPCO office and only there. Headquarters of the 14-state association is at 322 Oxford Valley Road, Fairless Hills, Penna. 19030.

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Strasburg Bank Promotes Three

Three employee promotions were recently announced by Donald H. Hoffecker, executive vice president of The First National Bank of Strasburg. Promoted were: Barbara A. Kensinger, Lititz; Larry O. Miller, Stevens; and Kenneth G. Shotzberger, also of Lititz.

Mrs. Kensinger's new title is loan officer and personnel assistant to Mr. Shotzberger. Prior to her promotion, she was a head teller. Before joining the Strasburg Bank, she was employed by the Leola National Bank. Mrs. Kensinger has completed several American Institute of Banking courses and an executive motivation course at Success Motivation Institute (S.M.I.). She and her husband, Paul, have two daughters.

Mr. Miller has been promoted from loan officer to branch manager of the Strasburg Bank's Lancaster office. He was formerly a manager of GAC Finance Corporation in Lancaster. Miller is past president of the local Consumer Exchange and has also held offices in the Chambersburg Consumer Finance Exchange, the Brecknock P.T.A. and the Cloister Council. The United States Air Force veteran is a native of Hagerstown, Maryland. He and his wife, the former Judy Boward of Hagerstown, have four children.

Kenneth Shotzberger, formerly the branch manager of the bank's Lancaster office, now holds the position of branch coordinator-personnel officer. He had been associated with a local financial company. The Manheim Township High School graduate has completed several American Institute of Banking courses, an executive motivation course from S.M.I., Girard Bank's New Business Program and a course from Dun and Bradstreet on Analyzing Credit and Financial Statements. He is chairman of the Strasburg Bank Long Range Planning Committee and is active in the United Way and Heart Fund campaigns. He is also a member of the Manheim Township Jaycees and Lancaster Elks Lodge Post number 134. The new branch coordinator and his wife, Sally, have one son.

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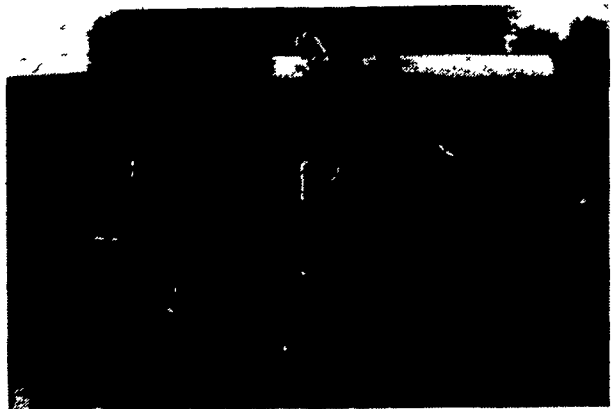
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